

Wireless shelf labels [®] Taggy



Move your prices. Taggy and Play!



customized solutions for every business

DCI SCANNING



What's Taggy

Taggy is the name of the wireless electronic labels produced by Webas srl.

Taggy is an innovative wireless system used to update product prices and information in real time, thus abolishing the need for daily chore of correcting traditional paper labels on products displayed.

Taggy, which is interfaced with the IT system of the sales point, instantly receives and updates all the necessary information such as: sale price for single products, price per measurement units, ongoing promotions, discounts (price reduction in R, percentage discount, discount on quantities), reordering batch, stocks, facing, minimum stock, etc.

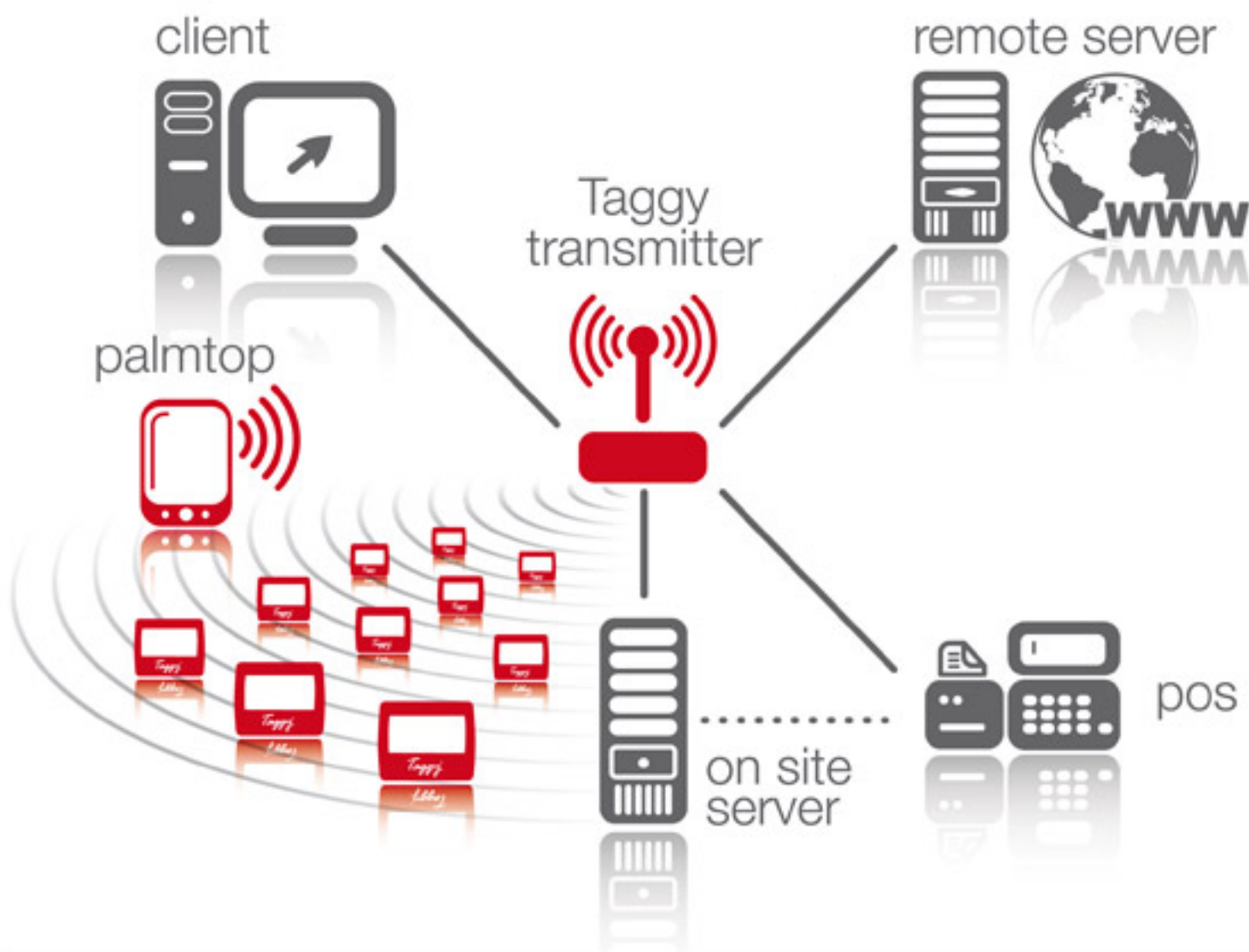
Taggy offers a wide range of customizable labels, able to adapt to any need of product presentation, and does not require specific facilities or cables.

Taggy can be used in:

- Food and Non Food supermarkets
- Chemists'
- Ironmongers'
- Phone equipment shops
- Wine bars
- Jewellers'
- Perfume shops
- Fruit and vegetable shops
- Butchers'
- Fish shops
- Shoe shops
- Opticians
- Clothes shops
- Electric appliances shops
- ...and much more...



Taggy system architecture



The Technology

The Taggy system is based on a wireless dialogue between a transmitter known as "Taggy Transmitter", interfaced with the IT system of one or more sales points, and special Taggy labels.

Thanks to its wireless transmission based on 2.4 Ghz frequencies, the Taggy system is decidedly superior to competing systems which either use lower performance and less reliable frequencies or are based on infrared or other lower quality transmission technologies.

The main advantage of the Taggy system is that it neither requires cabling in the shop nor expensive facilities, including wires and transmitters spread all around the exhibiting area. No visual contact is required between the transmitter and labels and obstacles do not hinder communication.

The "Taggy Transmitter" can be connected either through an Ethernet network or a USB port to the IT system in the shop (so that no purchase of a dedicated PC is requested); it offers coverage from 400 to 2,000 m² according to the characteristics of the site. Coverage can be increased as you wish by using other transmitters or signal repeaters.

For small quantities of labels, users can implement the system independently, using a simple previously configured PDA as management tool.

Should the layout change in the sales point, there's no need to reposition Taggy's components, unlike other technologies that are far more demanding in this respect.

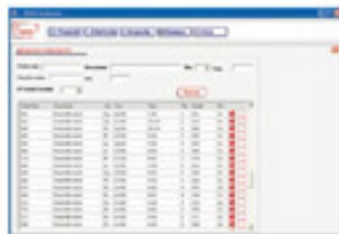
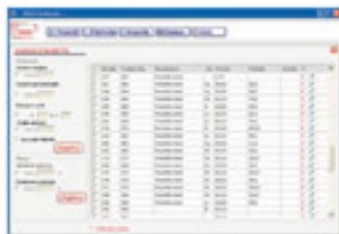
System components

For the "Taggy" project, Webas has planned every single aspect of the system, by directly designing its three key elements:

- the interface software between Taggy and the IT system in the sales point
- the transmitter
- the labels

so as to provide a "turnkey" solution which is particularly stable and integrated. Each of these components results from Webas' extensive experience, from an important technological marketing preliminary analysis as well as several years of specific development. The objective was that of identifying a reliable, simple and cost effective solution for updating prices through wireless communication technologies.

The software



Above: a few screens from the Taggy Gestionale software

Taggy SDK

Taggy SDK*, developed with VB.net, C#, VB6, Java and other languages, is supplied free of charge to the software houses that intend to develop applications with "Taggy" electronic labels.

Taggy Server

"Taggy Server" is the software specially created to facilitate the integration with all the already existing types of management software in sales points and intended for users who are already accustomed to other systems. The software has been developed so as to be able to update information on "Taggy" electronic labels through a simple text file (with a standard record track). This solution enables end users to go on using their management software, also to update "Taggy" electronic labels without turning upside down the organization of their daily job. Taggy Server is available in a multi-platform version, for Microsoft and Linux operating systems.

Taggy Gestionale

"Taggy Gestionale" is the software created for those users who do not have management software in their sales points and intend to automate the price reading procedure through the "Taggy" electronic labeling system. "Taggy Gestionale" even enables users who do not have advanced IT training to update their electronic labels simply and independently, thus making it possible to perform the following operations:

- Updating Product Prices
- Updating Prices per Measurement Unit (this option depends on the type of Taggy Label used)
- Discount management, in percentage terms, R or offers. For example, 3x2 (3 products for the price of two) (this option depends on the type of Taggy Label used)
- "Promo" Icon On/Off

Taggy Gestionale is available in a multi-platform version, for Microsoft and Linux operating systems.



Taggy system installed in the cheese and charcuterie shop in a trade center

	Taggy Transmitter
Dimensione LxHxP Size LxHxW	105.00 x 32.00 x 97.00 mm
Transmission system	Wireless 2.4 Ghz Frequency System with bi-directional communication
Feeding system	D/C 7.5 100mA - Powered over Ethernet or USB (optional)
Operating conditions	-20°C – +50°C
Outer case	Aluminum
Interfaces	Ethernet - USB - Wireless
Certifications	EC Trademark – the transmission system is certified EN300 328 and EN300 400 class 2 (Europe) and CF R47 part 15 (US)

Frequency Hopping and Multi-Channel. - Interference is managed by a "Frequency Hopping and Multi-Channel" system.



A detail of Taggy Transmitter

The transmitter

Directly designed and manufactured by Webas, "Taggy Transmitter" is the interface between "Taggy" Electronic Labels and the label management software. A single transmitter can be used to update electronic labels in an area ranging from 400 to 2,000 m2, depending on the characteristics of the site. In order to cover larger areas or areas irregularly distributed, a network of intercommunicating transmitters / repeaters can be set up. Transmitters are equipped with "Ethernet", "USB" and "Wireless" communication interfaces. This makes it possible to create a network of intercommunicating transmitters and/or repeaters that take advantage of the already existing LAN "Ethernet" and/or "Wireless" networks, with no interferences or additional costs in terms of facilities. Interference is managed by a "frequency hopping and multi-channel" system.

The communication system is of a bi-directional type, which means that users can not only send information to update prices on electronic labels, but can also receive information packages organized in a specific "report", in which it is possible to check whether the updates sent have been received or not. This feature is clearly valuable, both to make sure that the system is accurate and that immediate action can be achieved to restore effectiveness.

This feature, which is exclusive to the Taggy system, is fundamental and guarantees the perfect operation of the system.

The labels

Taggy consists of a range of electronic labels that differ in shape, size, functionality, and also varied according to the specificities of individual international markets in which Taggy is already distributed or in the process of being launched, by the now, extensive network made up by Webas. Different types of labels can also be simultaneously used in a single shop, in order to enhance the value of products to the most and adapt to any solution in terms of product presentation. Great care and attention has been devoted to readability, aesthetics and, more in general, consumers' taste, when developing each model. All the labels have a standard hook that makes it possible to use them individually or on rails, thus making it easy to apply them and preventing theft.

Taggy
One

Taggy One

Available in the 128 or 960 segments version, Taggy One has a large-sized display and provides much information. This is a label particularly suitable for use in situations where product density is medium-low and whenever it is important to provide information about the product which can vary (origin, date of production, etc.).



Taggy
Mini

Taggy Mini

It is the smallest of the Taggy Labels. Discrete in dimension, elegant in form, Taggy Mini is mainly used in situations in which there is a high density of products (perfumery, stationery store, cosmetics, personal health stores, etc.) without losing the ability to give information about Promotions, Discounts, Price X Unit, Promo Expiration Date, Previous Price.

Taggy
Shop

Taggy Shop

This is a universal electronic label, particularly suitable for use in sales points with high product density. Readability and information quality are features that make Taggy Shop the ideal label for any shelf.



	Taggy Mini	Taggy Phone	Taggy Shop	Taggy Full	Taggy One	
					128	960
Size LxHxW	46.0 x 36.0 x 13.0 mm	60.0 x 36 x 11.2 mm	56.9 x 46.3 x 11.1 mm	70.0 x 36.5 x 11.2 mm	144.0 x 130.0 x 26.0 mm	
Transmission system	Wireless 2.4 Ghz Mhz Frequency System with bi-directional communication					
Feeding system	Lithium battery cr2450 3v	Lithium battery cr2450 3v	Lithium battery cr2450 3v	Lithium battery cr2450 3v	Alkaline battery 1.5V (AAA) type	
Battery life	48 to 72 months *	48 to 72 months *	48 to 72 months *	48 to 72 months *	48 months	36 months
Operating conditions	-20°C ~ +50°C	-20°C ~ +50°C	-20°C ~ +50°C	-20°C ~ +50°C	-20°C ~ +50°C	
Outer case	Polycarbonate and ABS	Polycarbonate and ABS	Polycarbonate and ABS	Polycarbonate and ABS	Polycarbonate	
Display	LCD	LCD	LCD	LCD	LCD 128 segments	LCD 960 segments
Page n.	3	No	3	3	3	2
Dual mode	Yes	No	Yes	Yes	Yes	Yes
Blink "PROMO"	Yes	No	Yes	Yes	Yes	No
On / Stand by / Off	Yes	No	Yes	Yes	Yes	Yes
Certifications	EC Trademark – the transmission system is certified EN300 328 and EN300 400 class 2 (Europe) and CF R47 part 15 (US)					

* depending on the number of updates and on compliance with the instruction for use



Taggy Phone

The electronic label, Taggy Phone, is one of the novelties for the beginning of the year 2009. The exterior plastic has been redesigned to make it more in line with the standard range and the Taggy market. Moreover, in addition to the shape and size, the display has also been redesigned, even with the colors used, while remaining unchanged information. Of course, new features, first identified, are also available on this product.



Taggy Full

The universal electronic label that satisfies a majority of the informative needs in point of sales, whether it be in Food or Non Food. Its dimensions have been studied to guarantee the maximum visibility of information, and their type (Promotion Icon, Previous Price, Price X Measuring Unit, Percentage of Discount, Price Cut, NxM, End date Promotion, Promotion Blink, N.3 Pages Registry).

Webas presents the electronic label graphics based on the technology of the LCD Bistable display, obviously wireless, confirming the strategic line of the company to continue investments in research and development.

The most important feature of this technology is that it allows you to view information including any type of graphic, a limited impact on consumption of batteries, because their use is limited to single phase send/receive updates.

The use of this technology brings (HAS) the advantages that can be summarized as follows:

- Better display and brightness of information;
- Better visualization of the wide angle view;
- The possibility to insert product information (description, composition, technical characteristics, active substance, medical authorization/medical/sanitary/legal, etc).
- The possibility to insert images, logos, and figures;
- The possibility to insert barcodes;
- Greater flexibility in marketing communications;
- Greater possibility to highlight Offers- Promos-Points-Fidelity-Discounts;
- The possibility to integrate with databases (SW Back-Office, ERP, CRM, etc)
- The possibility of installation with all the other labels in the Taggy range;
- The possibility to use rails, hooks, and accessories to visualize merchandising standards.

This new product line consists of various types of labels that differ in terms of size and dimension, to satisfy the diverse needs of the market, point of sales and/or product sector.

visual marketing



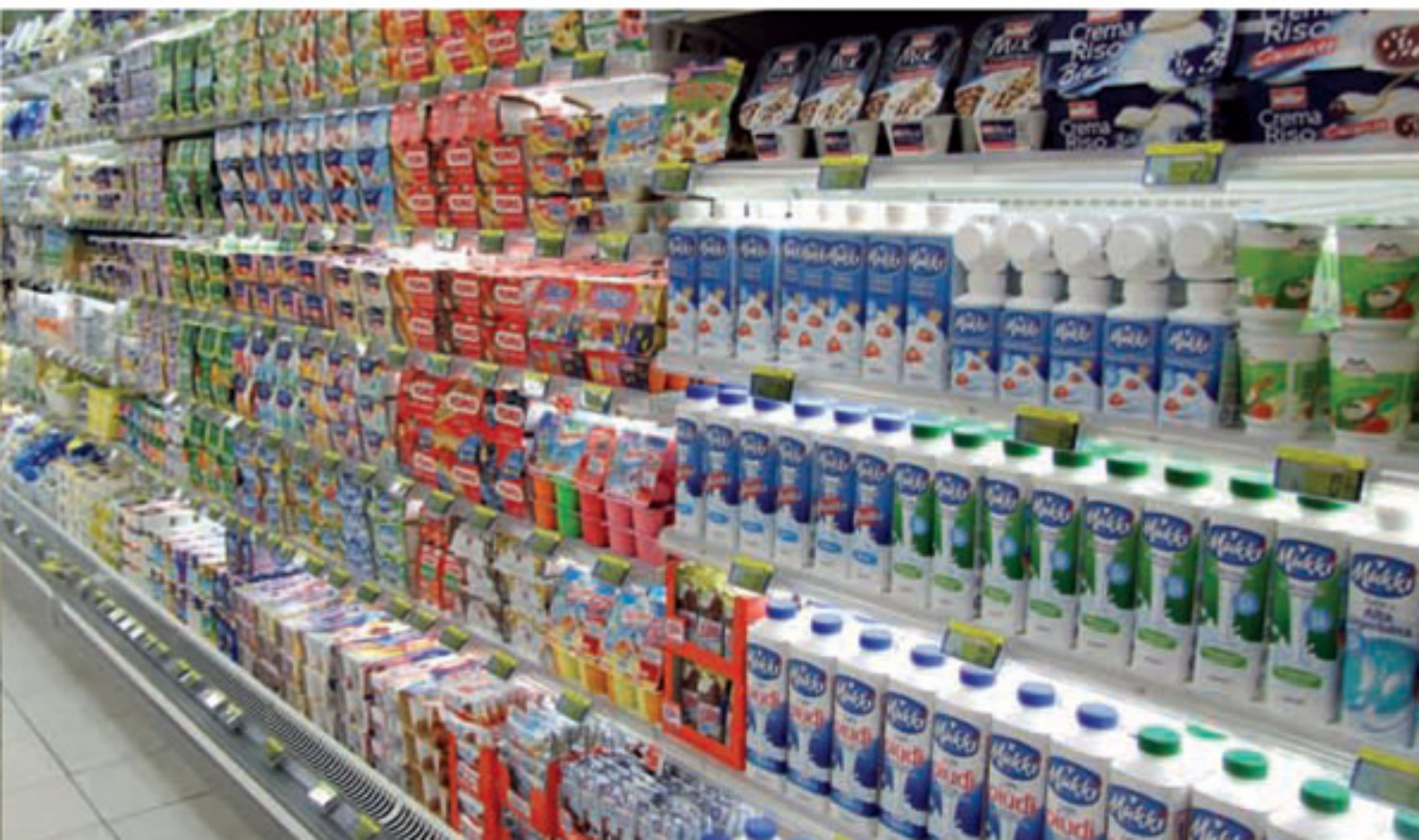


To the left: Installation of the Taggy Shop labels, in a hardware store with a framed rail and movable hooks.



To the right: Installation of the Taggy Mini labels in a pharmacy, with a framed rail on a shelf in glass, and a hook with an adjustable angle.

Below: Installation in a supermarket of the Taggy Full labels, with personalized yellow stickers. Framed rail and movable hooks.





Advantages

The Taggy solution offers a great number of exclusive advantages, both in terms of store management and product promotion. Thanks to Taggy, sales can be supported by a completely flexible pricing policy that takes into consideration time brackets, periods, product expiration dates, product availability and seasons.

Moreover, Taggy gives an innovative image to your sales point, thanks to its technological content, and shows customers your careful management through a real-time and correct update of shelf information.



Taggy system installed in the "Fresh Produce" section of a trade center, with Taggy Shop labels

Decrease in operating costs

With Taggy you no longer need to work every single day on shelves to modify traditional paper labels.

Improved efficiency in price updating process

A correct communication of label changes is guaranteed by a special software feedback system that signals irregularities in data transmission.

Improved efficiency in promotion management and pricing strategies

Real-time data transmission to labels means that both sales strategies based on pricing and the management of product promotions are optimized.

Use of electronic labels as product mail-boxes

Electronic labels do not only replace paper labels. They are a management tool enabling the store staff to interact in a simple and updated way with the information available in the information system. Taggy labels, for instance, can provide information about product stocks or indicate the pieces which should be reordered to fill shelves.

Improved customer loyalty

Showing shelf information in a correct and complete way increases customers' perception of quality and, as a consequence, customer loyalty.

Sales Network



www.dciscanning.co.za



Taggy

Wireless shelf labels[®]



customized solutions for every business

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